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ABSTRACT

This book describes and analyzes program planning and development in the field of continuing education. The book contains seven chapters. Building on the phases of program development and the role of the program planner in chapter 1, the book draws attention in chapter 2 to some of the many challenges that are common when programs are planned. The chapters that follow deal with the phases of program development that must be considered when programs are planned: gathering information, making a decision to move from program concept to planning, budget management and marketing, delivery of the program, and administrative details. The final chapter provides information on program evaluation and applying the learning from that evaluation to planning successive programs. Three appendixes provide examples of a planning interview worksheet, program formats and learning activities, and a written agreement between program planner and program sponsors. Contains 75 references. (KC)

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